

IN THE CLAIMS:

1. (Currently Amended) A liquid crystal display (LCD) device comprising a LCD unit and a front light unit disposed at a front side of said LCD unit, said LCD unit having a plurality of light reflective members arranged in a matrix, said front light unit including a light emission area for emitting light toward said LCD unit and a transparent area for passing light reflected from said light reflective members of said LCD unit toward a front side of said front light unit,

wherein said front light unit includes a transparent substrate, and a transparent electrode, an organic electroluminescent layer, and a non-transparent electrode, which are consecutively formed on said transparent substrate, and

wherein said LCD device is configured such that ambient light reflected by said plurality of light reflective members does not change course, and a resulting brightness of a display of said LCD device is substantially maximized.

2. (Original) The LCD device as defined in claim 1, wherein said light emission area has a property of reflecting light at a front side of said light emission area.

3. (Original) The LCD device as defined in claim 1, wherein said reflective members are arranged in a first pitch, said light emission area and said transparent area are arranged in a second pitch, and said second pitch is an integral multiple of said first pitch.

4. (Original) The LCD device as defined in claim 1, wherein said light emission area and said transparent area are arranged alternately in a first direction, said reflective members are arranged in a second direction, and said first direction and said second direction have a significant angle therebetween as viewed from the front.

- 5 — 5. (Original) The LCD device as defined in claim 1, wherein said light emission area includes a plurality of groups of emission sections, each group being controlled for light emission separately from one another.
6. (Cancelled)
- b — 7. (Currently Amended) The LCD device as defined in claim 7, wherein said non-transparent electrode is patterned to define said light emission area.
- 7 — 8. (Original) The LCD device as defined in claim 7, wherein said non-transparent electrode has a mesh structure.
- 8 — 9. (Currently Amended) A liquid crystal display (LCD) device comprising a LCD unit and a front light unit disposed at a front side of said LCD unit, said LCD unit having a plurality of light reflective members arranged in a matrix, said front light unit including a transparent electrode, an electroluminescent layer and a non-transparent electrode consecutively arranged as viewed toward a front side,
wherein said LCD device is configured such that ambient light reflected by said plurality of light reflective members does not change course, and a resulting brightness of a display of said LCD device is substantially maximized.
- 9 — 10. (Original) The LCD device as defined in claim 9, further comprising a transparent protective member for covering the front side of said front light unit, wherein a space between said transparent protective member and said front light unit is filled with an inert gas.
- 10 — 11. (Original) The LCD device as defined in claim 10, wherein said LCD device is a display unit in a cellular phone.

11 12. (Original) The LCD device as defined in claim 9, further comprising a transparent protective member disposed in front of said front light unit, wherein said transparent protective member mounts thereon said transparent electrode, said light emission layer and said non-transparent electrode.

A 12 13. (Original) The LCD device as defined in claim 12, wherein a space between said LCD unit and said front light unit is filled with an inert gas.

13 14. (Original) The LCD device as defined in claim 12, wherein said LCD device is a display unit in a cellular phone.

15. (Cancelled)

14 16. (Currently Amended) A method for manufacturing a liquid crystal display (LCD) device comprising the steps of forming a LCD unit having a plurality of reflective members arrayed in a matrix, forming a transparent electrode in front of said LCD unit, forming an electroluminescent (EL) layer on said transparent electrode, and forming a non-transparent electrode disposed on said EL layer and having a specified pattern, and arranging said plurality of reflective members such that ambient light reflected by said light reflective members does not change course, and a resulting brightness of a display of said LCD device is substantially maximized.

15 17. (Currently Amended) The method as defined in claim 17 16, further comprising the steps of forming a transparent protective layer in front of said non-transparent electrode, and filling a space between said transparent protective member and said non-transparent electrode with an inert gas.

16 18. (Original) A method for manufacturing a liquid crystal display (LCD) device comprising the steps of forming a non-transparent electrode having a specific pattern on a transparent

protective member, forming an electroluminescent (EL) layer on said non-transparent electrode, forming a transparent electrode on said EL layer, and forming a LCD unit at a rear side of said transparent electrode.

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17 19. (Currently Amended) The method as defined in claim 19 18, further comprising the steps of filling a space between said transparent electrode and said LCD unit with an inert gas.